

ORIGINAL CASE

DOCKET:1157

DECLARATION AND POWER OF ATTORNEY FOR PATENT APPLICATION

As below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name.

I believe that I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

NETWORK FOR DISTRIBUTION OF RETARGETED ADVERTISING

the specification of which is [] attached hereto or ~~it~~ was filed on 7/27/99 as application serial no: 09/362008 as amended on []

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to the examination of this application in accordance with Title 37, Code of Federal Regulations, 1.56(a).

I hereby claim foreign priority benefits under Title 35, United States Code 119 of any foreign application(s), for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed: NONE

Prior foreign application(s)	Priority	Priority
Application No: country	date	claimed?
=====	=====	=====

I hereby claim the benefit under Title 35, United States Code, 120, of any United States application(s) listed below, and, insofar as the subject of each of the claims of this application is not disclosed in the prior United States application in the same manner provided by the first paragraph of Title 35, United States Code, 112, I acknowledge the duty to disclose material information as defined in Title 37, Code Regulations, of Federal 1.56(a) which occurred between the filing date of the prior application and the national or PCT international filing date of this application:yes

Prior U.S. applications:

Application serial no:	U.S. filing date	Status
=====	=====	=====
60/095146	08/03/98	PENDING

POWER OF ATTORNEY

=====

As below named inventor, I/we hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith:

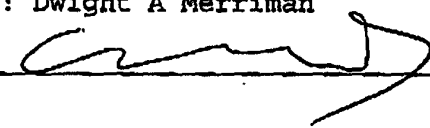
ALLAN J. JACOBSON
Reg. No. 29,079

SEND CORRESPONDENCE TO:
ALLAN JACOBSON, ATTORNEY AT LAW
13310 Summit Square Center
Route 413 & Doublewoods Road
Langhorne, Pennsylvania 19047

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

=====

Full name of inventor: Dwight A Merriman

Inventor signature: X 

DATE: Y 8/12/99

Residence:

Citizenship: US

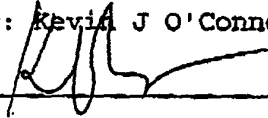
New York, NY 10016 US

Post Office Address:

133 East 39th Street, apt 2, New York, NY 10016 US

=====

Full name of inventor: Kevin J O'Connor

Inventor signature: X 

DATE: X 8/12/99

Residence:

Citizenship: US

New York, NY 10023 US

Post Office Address:

115 Central Park West, #7B, New York, NY 10023 US

=====

Full name of inventor:

Inventor signature: _____

DATE: _____

Residence: _____

Citizenship: _____

Post Office Address: _____

=====

Full name of inventor:

Inventor signature: _____

DATE: _____

Residence: _____

Citizenship: _____

Post Office Address: _____

=====